The End of 100 Results per Page: Google’s Silent Update Shaking SEO

It started like any other morning. Coffee in hand, I logged into **Infotrench.com** to check how our keywords were performing on Google. Normally, the analytics dashboard gave me a clear picture—ranking positions, performance shifts, and trends that helped me decide what to do next.

But that day, something felt… off. A few keywords that usually ranked on the first page had completely disappeared. Others were jumping up and down like a rollercoaster. At first, I thought it was just a reporting delay or maybe a small glitch. But then, as I compared numbers with Google Search Console, things got stranger—the two didn’t match at all.

That’s when I realized this wasn’t just my issue. It was something bigger.

The Twist Behind the Scenes

After digging deeper, I found the reason. Just a few days earlier, **Google had quietly removed the ability to view 100 search results on a single page.**

Now, this may not sound like a big deal if you're just searching for your favorite recipe or product—you rarely go beyond the first page anyway. But for rank-tracking tools like **Infotrench.com** (and many others in the SEO industry), this was a **game-changing earthquake.**

Here's why:

- Before: Tools could pull **100 results with one query** by simply adding the parameter `&num=100` in Google's URL. Efficient, quick, and reliable.

- Now: That same trick no longer works. To get 100 results, the tools need to run **10 separate searches**, flipping through pages one by one.

The impact? Data collection became 10x more expensive, slower, and less consistent. What used to be sharp analytics now sometimes looks blurry or delayed.

Why It Matters

For me, as a user checking **Infotrench.com**, this change explained the sudden "weirdness" in keyword tracking. The issue wasn't that the site was broken. Instead, the **rules of the game had changed**—and every SEO tool was scrambling to adapt.

- **Google Search Console** started showing slightly confusing or inconsistent reports.

- **Marketers** like us suddenly saw ranking data that looked unstable, even when our SEO strategies hadn't changed.

In other words: the compass we relied on lost its true north overnight.

The Takeaway

This little adventure taught me an important lesson: when you see your keyword rankings fluctuate strangely, it's not always your SEO that's the problem. Sometimes, it's the **data collection methods behind the scenes**.

Google’s small tweak—removing the 100-results view—had ripple effects across the entire SEO industry. And while tools are working hard to adapt, it’s a reminder for all of us that in search marketing, the ground can shift without warning.

So the next time you notice your rankings acting strange, take a deep breath. It might not be you—it might just be Google reshaping the game again.